



Press release

Leinfelden, Germany, February 2020

And the winner is: The Vivanness Best New Product Award goes to Speick PURE Shampoo and Made by Speick white soap, green soap & red soap

Every year, prizes are awarded for the best new, innovative products in the cosmetics sector at the VIVANESS international trade fair for natural and organic cosmetics in Nuremberg, Germany. This year, more than 280 products and product series in seven categories vied for the coveted award. The face and body soaps white soap, green soap and red soap, Made by Speick, as well as Speick PURE Shampoo made the running for first place in the categories of face care and hair care. And once again, Speick Natural Cosmetics emerged as the winner.

What makes a product a potential new favourite?

With over 280 new product entries at the new products booth, the choice was not easy for industry experts present at VIVANESS. These are just some of the pressing questions they had to consider: What new hair care product shows potential of becoming the favourite? What product stands out in the face care category? What new arrival shows particular innovation? The expert visitors were given two days to make their decision until finally awarding their favourites within the seven categories of face care, body care, hair care, special cosmetics/care, decorative cosmetics, chemist's shop products and wellness products.

The winner: gentle care products//Gentle care products come out ahead

Two exceptionally gentle care products, namely Speick PURE Shampoo and the face and body soaps Made by Speick, were the leading contenders for the Best New Product Award. Speick PURE Shampoo stands out as the winner in the hair care category thanks to its distinctively mild formula for hair and scalp and the fact that it is free of fragrance oils, colourings and silicones and suitable for daily use for sensitive scalps. And the winner in the face care category is the triple-threat triad for face and body: white soap, green soap and red soap, Made by Speick. The delicately fragrant soaps with Rügen healing chalk (white soap), red healing clay (red soap) and

Moroccan lava clay (green soap) are made of valuable plant oils and are balanced to complement different skin types and provide intensive cleansing care for hands, body and face.

Product details at a glance:

Best New Product 2020 in the hair care category: Speick PURE Shampoo, 200 ml

Certified natural cosmetics (COSMOS): 100% free of aluminium salts, fragrances, colourings, silicones, parabens and mineral oils. Gluten and lactose free. 99.4% of the total ingredients are from natural origin. Gluten and lactose free. Dermatologically and allergologically tested. Suitable for vegans.

Best New Product 2020 in the face care category: Made by Speick white soap, green soap, red soap, each 100 g

Certified natural cosmetics (COSMOS): 100% free of synthetic fragrances and colourings as well as mineral oils. Gluten and lactose free. Basic care. With RSPO-certified palm oil from sustainable cultivation. Dermatologically and allergologically tested. Suitable for vegans.

Available at speickshop.de or in well-stocked chemists, organic and natural cosmetic specialist stores.

PRESS CONTACT

SPEICK Natural Cosmetics
Anke Boy / Ina Hiller
Phone: 0049 (0) 711 1613-129/-119
anke.boy@speick.de /
ina.hiller@speick.de
Benzstr. 9,
70771 Leinfelden-Echterdingen,
Germany
www.speick.de

